



Judy C., Age 45

Beyond Stock Photodocumentary California's Breast

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Objectives/Purpose:

- Inspire older, uninsured women to get screened for breast and cervical cancer
- Collect "real" images of a diversity women, both survivors and those just screened, to use in high quality educational and marketing materials
- Show value of California's free screening program, *Cancer Detection Programs: Every Woman Counts*, to the public and policy makers
- Create a unique marketing campaign designed to reach target women, advocates and policymakers

Methods of the project:

- Hired a premier, female Native American photojournalist and used a documentary approach in photographing and interviewing women served by program.
- Women recruited by local provider offices and local organizations (regional cancer detection partnerships). **Key criteria:** Only women served by California's screening program. **Key factors:** Geographic and ethnic diversity, survivors and women who believed in preventative screening.
- Women were in control of where, when and how photographed.
- Translators from local community organizations helped with interviews and photographic sessions.



Cancer Detection Programs: Every Woman Counts

Photos and Testimonials: A of Uninsured California Women in and Cervical Cancer Screening Program

- Interviewer asked open-ended standard questions. Interviews were recorded on high quality digital equipment.
- Women had to volunteer, expect no payment. Surprised them with a gift of \$100 coupon (grocery/discount store) during interview session.

Results:

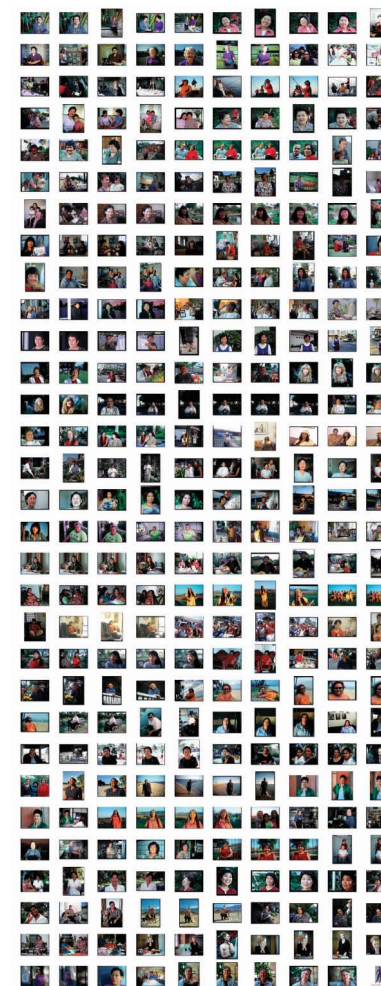
- 62 women photographed and interviewed in four months.
- Over 9,000 images taken, yielding hundreds of high quality photographs suitable for materials.
- Wonderful ethnic and language diversity: African American, Native American, Latina, Vietnamese, Korean, Thai, Sri Lankan, Chamorro, Jamaican, Chinese, Caucasian.
- California's rural and urban areas were covered from Yucaipa in the south to Orland in the north, though majority from Southern California.
- Two-thirds are women who believe in getting screened; one third are breast cancer survivors who had been screened through *Cancer Detection Programs: Every Woman Counts*
- Photography/interview sessions handled sensitively, with women frequently providing dinner invitations to photographer, interviewer and translators. Most were so grateful for opportunity to share experiences and to help encourage others like them to get screened.
- Photographs and stories began to be used immediately in marketing and educational materials (photo releases)

Conclusions/evaluation:

- Huge collection of images created logistical issues and unanticipated costs (time and resources) associated with storing, archiving and making materials accessible.
- Interviews are a valuable source of qualitative and ethnographic data documenting:
 - experiences (positive and negative aspects) with program providers,
 - views on medical establishment and health outlook overall
 - which program outreach methods seem to work
 - individual life circumstances
 - motivational messages/advice
- Collection provides a unique tapestry of "invisible" women – women in middle years (especially 50+), ethnically diverse, range of lower-wage occupations.
- Mission accomplished! Ample supply of images, voices, and stories for marketing and educational materials



Kathy S., Age 40



cancer detection section - photodocumentary

ABSTRACT

Program Purpose:

California's breast and cervical cancer screening program applied a traditional social documentary method, specifically a photodocumentary, to create a unique social marketing campaign designed to reach underserved women, advocates and policymakers.

Assessment of Need:

Uninsured women are the least likely to receive breast and cervical cancer screening services, making them most at risk of developing late stage cancer. According to California Behavioral Risk Factor Survey data, 33.5% of uninsured California women 40 and older have never had a mammogram. Motivating uninsured women to seek breast cancer screening services, even if free, continues to be challenging given myriad cultural and competing social and health issues and barriers.

Strategies:

Photography has long been recognized as an effective tool for social change. Between May-November 2002, the photodocumentary project captured the images voices, and stories of over 60 ethnically, linguistically and geographically diverse women who were served by California's program. Approximately half of the women were cancer survivors; the other half believed in preventative screening. Over 9,000 images were captured of the women in a variety of settings important to them: church, fishing, parks, with grandchildren, by schools, etc.

Evaluation Approach: Qualitative

Program Outcomes:

Increase in women calling the program's toll-free number seeking services; increase in local and ethnic media coverage.

Implications for Practitioners:

This presentation will discuss the application of social documentary photography, image ethics, recruitment challenges, the powerful role of the photojournalist, maintenance and archival issues, and the overall social marketing campaign. In addition, ethnographic research capability and advocacy uses will be discussed.

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Value Your Health...

*A Life Touched by the Orange County Partnership**



Xuyen Doan, age 54, knows exactly how important it is to have good health. Every day, Xuyen takes care of her adult daughter, who has been sick for more than three years. This makes it even more important to Xuyen that she stays healthy, but her limited health insurance often does not cover preventive health measures. That is why Xuyen was very thankful to hear an announcement on the radio one day for Cancer Detection Programs: Every Woman Counts, a program offering free breast cancer screenings and services to qualified women. Xuyen called the 800 number for the program right away, and was able to speak to someone in her native language, Vietnamese. She was referred to a local provider where she received a free clinical breast exam and mammogram. Most importantly, she found out that she was healthy. "My advice to other women," says Xuyen, "is to value your health and get the exams you need."

*Xuyen received her services from a local health care provider in The Orange County Partnership—a Regional Cancer Detection Partnership funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. The Orange County Partnership serves the women of Orange County. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.705.2000. Also, for more information in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese.



Peace Of Mind: A Life Touched by the Northern California Health Collaborative*



"I saw ads for it on TV, I heard about it on the radio," says Sylvia Tansen about Cancer Detection Programs: Every Woman Counts. "I even read about it—but I didn't do a thing until my sister went to work for the program." At age 51, Sylvia had no health insurance and had not had a mammogram in years. Afraid she wouldn't qualify for services, she avoided calling Every Woman Counts, a program that provides free breast cancer screening services to women who qualify. "But my sister," she laughs, "she nagged the you know what out of me, so I had to call the 800 number." Sylvia did qualify, and after receiving a free clinical breast exam and mammogram from a local provider, she's glad she did. "My experience was very positive,"

she says. "The people at the 800 number gave me plenty of information and even asked if there was a particular doctor I wanted to see." Thanks to the Every Woman Counts and her sister's persistence, Sylvia now has the peace of mind knowing that she's okay and that she can get checked again next year.

** Sylvia received her services from a local health care provider in the Northern California Health Collaborative—a Regional Cancer Detection Partnership funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. Northern California Health Collaborative. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.517.2166. Also: El Sen-Ton (in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese).*



And The Word Is...

A Life Touched by Partnered for Progress®



Barb Kamelove, a real estate agent in Culver City, is thankful for every minute her two daughters and son-in-law spend driving her to her daily radiation treatments, a process begun after she was diagnosed with breast cancer at age 58. Something else she is thankful for? Cancer Detection Programs: Every Woman Counts, the program that provided the five breast cancer screening that found the cancer early enough to save her life. "When I found out," she says, "I was shocked. I always thought I was as healthy as a horse." Barb underwent various treatments, but what she focuses on the most from her experience is that "wonderful the doctors and everyone who helped [her] come to the clinic." Now cancer-free, Barb devotes her spare time as a volunteer for the Center for Healthy Aging and the Denise Roberts Foundation, reaching out to and educating her peers about the value of clinical breast exams, mammograms and programs like Every Woman Counts. The biggest problem doctors, is that so many women needlessly die from breast cancer "... simply because they just don't know how important it is to not be afraid to go in and find out." For Barb and her experience fighting the disease, it's very simple: "Early detection saves lives—that's the word."

Barb received her services from a local health care provider in *Partnered for Progress—A Regional Cancer Detection Partnership* funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. *Partnered for Progress* serves Los Angeles County. Women 40 and over who are uninsured or have limited coverage may qualify for free breast cancer screening services through *Every Woman Counts* by calling 1.800.421.2128. Also, for facts, tips (in English, Spanish, Mandarin, Vietnamese, Korean, and Vietnamese).



A Different Way of Living...



A Life Touched by The Success Program®

Before she even heard the diagnosis, 53-year-old Pamela Prins knew she had breast cancer. In 1999, after a routine physical, Pamela's physician urged her to get a mammogram—a measure that was initially given Pamela's lack of health insurance. Fortunately, her physician was able to refer Pamela to a program offering free breast cancer screening services: Cancer Detection Programs: Every Woman Counts. Through this program she received an official early diagnosis, as well as the treatments that saved her life. "When you get cancer," says Pamela, "you get an awareness, an appreciation of what's around you and a different way of living." And a different way of life is exactly what Pamela strives for every day. Now, after having fought for her own life, she has been inspired to fight for the lives of all women. Pamela works as a patient advocate, breast health educator, and education official on the importance of programs like Every Woman Counts. Pamela also advocates for breast cancer awareness as president of the Breast Cancer Action Group in Monterey. "Knowledge is power," says Pamela, "learn to make decisions for yourself and go get screened!"

"Pamela received services from a local health care provider as The SUCCESS Partnership's Regional Cancer Detection Partnership funded through the California Department of Social Services, Cancer Detection Programs: Every Woman Counts. The SUCCESS Partnership serves the counties of Santa Cruz, San Benito, Santa Clara and Monterey. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.433.3333. Also, for Spanish (in English, Spanish, Korean, Cantonese, Russian and Vietnamese).



Words Cannot Express..



*A Life Touched by the Partners for Cancer Prevention**

Nancy Foy, a folkloric artist, always listens to her favorite classical music station while sitting at her easel. One day, while in the midst of painting, she heard a radio announcement from Cancer Detection Programs: Every Woman Counts informing the public that women over 40, and especially over 50, are at higher risk for developing breast cancer. Nancy, who was 46 at the time, realized that—due to a lack of health insurance—the likelihood of a mammogram is over 10 times. Nancy called the 800-number offering free breast cancer screening services to qualifying women and was immediately referred to a local clinic. A lump had been detected in her left breast, and a biopsy revealed that Nancy had breast cancer. Fortunately, Every Woman Counts was there to help Nancy receive the treatments that have saved her life. "Words cannot express how grateful I am for this program," she says. "It has given me the opportunity to continue my life and work."

Nancy received her services from a local health care provider in Partners for Cancer Prevention's Regional Cancer Detection Program funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. Partners for Cancer Prevention is the creator of San Diego and Imperial. Women 40 and over who are uninsured or have limited coverage may qualify for free breast cancer screening services through Every Woman Counts by calling 1-800-451-2000. Also, for facts, tips for English, Spanish, Russian, Chinese, Korean, and Hmong call.



Understand Your Own Health: *A Life Touched by the Cancer Detection Program Gold Country Partnership*



A healthy lifestyle is of key importance to Mamie Woo of Sacramento. At 62, Mamie is a masseuse, Chinese herbalist, and Tai Chi instructor by profession; and by hobby, she is an active hiker. She eats balanced meals and maintains a healthy philosophy of life. What Mamie does not have, is health insurance. Mamie knows that at 62, she belongs to a group of women—those 50 and over—who are at the highest risk of developing breast cancer. Unable to afford the cost of preventive health measures on her own, she took the advice of a friend and turned to Cancer Detection Programs: Every Woman Counts—a program providing free breast cancer screenings and services to those who qualify. Through this program, Mamie received her very first mammogram. Mamie's results were

negative for breast cancer, but what she is most happy for is now having the power, through Every Woman Counts, to be checked on a yearly basis. "I strongly recommend," she says, "that other women get screened so they can have peace of mind and understand their own health."

"Mamie received her services from a local health care provider in the Cancer Detection Program Gold Country Partnership—a Regional Cancer Detection Partnership funded through the California Department of Health Services. Cancer Detection Programs: Every Woman Counts, serving the Alpine, Amador, Colusa, El Dorado, Glenn, Nevada, Placer, Sacramento, San Joaquin, Sierra, Sutter, Yuba, and Yuba counties. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.517.2100, Mon-Fri 9am-7pm (in English, Spanish, Mandarin, Cantonese, Korean, & Vietnamese).



Taking Care Of Myself: *A Life Touched by the Tri-Counties Partnership**



"I have observed," says Kathy, "that in my own community... we are shy about who we are as women, our bodies, and we don't like to talk about our health." For Kathy Sandoval, a cultural liaison for the Apachenos Nation, overcoming this inhibited shyness to seek out preventive health measures was very difficult—yet she knew she needed them. "I'm getting to an age," she admits, "where I really do need to have a yearly cervical checkup and breast exam." Fortunately, her women's singing group—the Tushmal singers—helped give her the confidence to follow-up on the advice of a friend. This friend was involved with a very special program, Cancer Detection Programs: Every Woman Counts. This program provides free breast cancer and screening services to women who, like Kathy, are age 40 and over with no or limited health insurance. Through Every Woman Counts,

Kathy received a free clinical breast exam and mammogram, as well as a clean bill of health. "After I went to the program and had all this done," she says, "I felt really good about myself." After her experience, Kathy's biggest hope for her community and all women is that they will "...overcome their initial shyness and just say: I'm going to take care of myself, be a healthy woman, and go get checked every year!"

**Kathy received her services from a local health care provider in the Tri-Counties Partnership—a Regional Cancer Detection Partnership funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. The Tri-Counties Partnership serves the counties of San Luis Obispo, Santa Barbara and Ventura. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.517.2100, Mon-Fri 9am-7pm (in English, Spanish, Vietnamese, Cantonese, Korean, and Hmong).*



Thank Goodness For Screening: *A Life Touched by the Bay Area Breast and Cervical Health Collaborative**



It wasn't easy to send her youngest of three daughters off to college without telling her about her recent breast cancer diagnosis, but Denise Claude had her reasons. "I worried her to have a good first semester...and besides, it was in the early stages," she says, "Thank goodness for screening." Denise had received a mammogram through Cancer Detection Programs: Every Woman Counts, a program that provides free breast cancer screenings and services to qualified women. Prior to the program, 48-year-old Denise had been without health insurance for thirteen years, and the occasional mammograms she did receive was a burden on her family's limited income. Like many women, she often thought she was not at risk because she had no family history of breast cancer. That was not the case. Fortunately, her cancer was

caught early, and through Every Woman Counts she received a life-saving lumpectomy and radiation treatments. Now she spends her time—cancer free—with her three very supportive girls, and volunteers to educate her peers on the importance of yearly screening. "Don't be afraid to go in," she says, "and don't be afraid to learn about your body."

**Denise received her services from a local health care provider in the Bay Area Breast and Cervical Health Collaborative—a Regional Cancer Detection Partnership funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. The Bay Area Collaborative serves the counties of Solano, Contra Costa, Alameda, San Francisco, San Mateo and Alameda. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.331.2160. Mon-Fri 9am-5pm (in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese).*



Where It's At . . .



A Life Touched by the Desert Sierra Partnership®

"Early detection," says Bonnie, "is where it's at." Bonnie Schellie, a resident of Yuma, knows this better than anyone. Five years ago, while in her 50s, Bonnie was diagnosed with an aggressive form of breast cancer. Fortunately, her yearly mammograms—provided by Cancer Detection Programs: Every Woman Counts—detected her cancer early enough to save her life. With no health insurance after 2003, Every Woman Counts, a program that offers free breast cancer screening services to women who qualify, has been an important resource for Bonnie. She has benefited from the program for years, every time she came in for the program on TV and called its toll number. After going through radiation and other treatments, Bonnie is now cancer-free. Apart from spending time with her five sons and working part-time, she now volunteers her time as a decision maker on breast cancer and the importance of early detection. "Without an early diagnosis I may not be here," she says, "so get in and get your mammogram!"

Bonnie received her services from a local health care provider in The Desert Sierra Partnership's Regional Cancer Detection Partnership, funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. The Desert Sierra Partnership serves American, Latin and Latin American women. Women of all ages who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.333.2500. Also, for questions in English, Spanish, Vietnamese, Chinese, Russian, and Vietnamese.



How Am I Going To Afford This Now?: *A Life Touched by The Women's Health Partnership**



Bertha McMurray always understood the importance of getting a yearly mammogram—especially now that she was over 60, an age that puts her at higher risk for developing breast cancer. However, after suddenly finding herself single, on a fixed income and without health insurance at 67 years old, she asked herself over and over again: “How am I going to afford this now?” The answer came to her one day while watching TV. Bertha saw a commercial for Cancer Detection Programs: Every Woman Counts—a program that provides free breast cancer screenings and treatment services for women who qualify. For Bertha the program was “a blessing.” She called the 800 number right away and immediately scheduled an appointment with a local provider. Not only did she receive a free clin-

ical breast exam and mammogram, she also benefited from a free gup smear, physical, and “enough literature to read for a week.” Fortunately, Bertha came away from her appointment with a healthy report. And Bertha also came away with something else, the peace of mind in knowing that Every Woman Counts will be there to help women like her without insurance.

**Early received her services from a local health care provider in the The El-Camino Partnership—a Regional Cancer Detection Partnership funded through the California Department of Health Services, Cancer Detection Programs: Every Woman Counts. The El-Camino Partnership serves the counties of San Luis Obispo, Santa Barbara and Ventura. Women 40 and over who are uninsured or have limited insurance may qualify for free breast cancer screening services through Every Woman Counts by calling 1.800.341.2300, Mon-Fri 9am-7pm (in English, Spanish, Mandarin, Cantonese, Korean and Vietnamese).*



Cancer Detection Programs: Every Woman Counts

Prompt Cards

English Panels



Don't be afraid to have a mammogram, it could save your life.
- Nancy F., Age 63

OCTOBER IS
BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.



Don't be afraid to get a mammogram because it may save your life.
- Marlin L., Age 48

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BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.



Taking care of your health should be a real priority so that you can be there for your family.
- Camille C., Age 58

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BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.



I hope all Chinese women go get mammograms.
- Mei C., Age 70

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BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.



I hope all women get breast exams while they are healthy.
- Soonthee K., Age 60

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BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.



If you find out about breast cancer early you have better treatment options.
- Jane L., Age over 50

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BREAST CANCER
AWARENESS MONTH



 Cancer Detection Programs:
Every Woman Counts

1-800-511-2300

Call today if you are a woman age 40 or older and see if you qualify for **FREE** breast exams and mammograms.